

PROGRAM STRATEGY (LOGIC MODEL) – COMMUNITY ENGAGEMENT

*NOTES: Throughout, items in **bold** signify potential NPF Priorities. Also, every park has its own group of underserved audiences (as identified by park units) that may need to be targeted.*



RESOURCES

- People
- Money
- Information
- Equipment
- Facilities
- Materials and Supplies
- Schedule
- Standards and Policy

Program Specific Concerns:

- Transportation for staff to go outside the park
- Diverse staff – people who understand the desired audience
- Culturally competent staff from the local community
- Mechanisms to communicate with the desired audiences



ACTIVITIES – Leadership

- Establish as a management priority
- Develop a long-term vision
- Identify benchmarks and indicators from others who are successful in community engagement
- Include equity objectives on the agenda of standing committees
- Integrate community engagement into existing programs (vol., visitor experience, educ.)
- Hire diverse staff
- Hire people from the community
- Train staff on cultural competencies
- Encourage staff involvement in local community



ACTIVITIES – Program Development

- Identify audiences
- Research audience's culture
- Collect transformative knowledge – information that provokes thought about community and diversity – platforms for discourse
- Connect park mission and resource meaning to audience's culture
- Provide for universal access to resources and programs (psychologically, physically and economically)
- Document strategies
- Evaluate delivery of programs
- Measure impact/ effectiveness of programs
- Assess/ evaluate products and services for inclusiveness and cultural competency
- Document successes and outcomes
- Disseminate results from audience's point-of-view
- Adjust to change as needed (flexible and dynamic)
- Plan
- Inventory assets
- Test innovative solutions
- Use innovative technology and use technology in innovative ways to reach new audiences



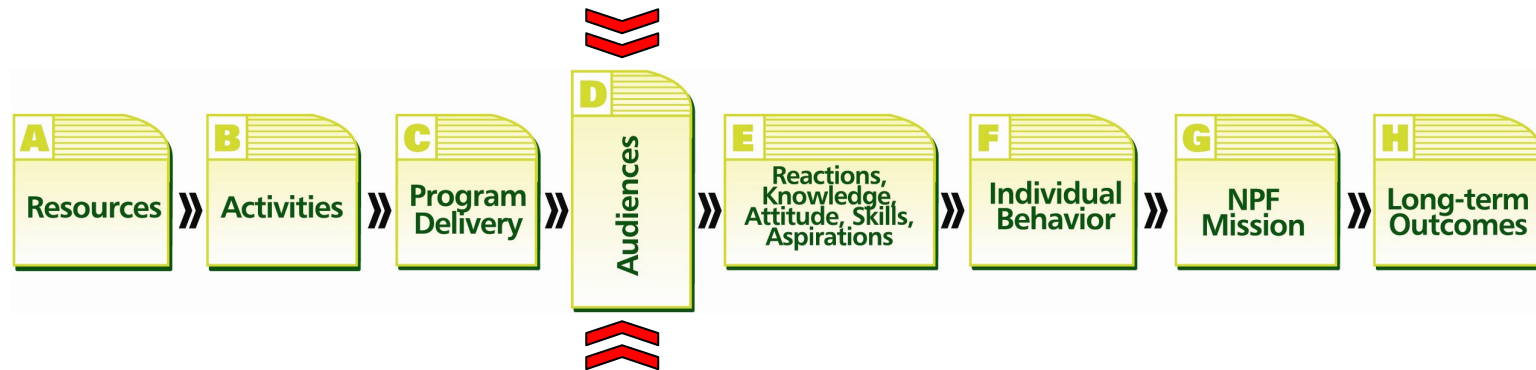
ACTIVITIES – Community Engagement

- Develop long-term strategy for developing and maintaining relationship with the community at-large and the desired audiences in particular
- Connect to partners and key leaders who represent the underserved communities you wish to reach
- Identify and connect with community needs
- Create likely and unlikely partnerships
- Create and maintain true partnerships
 - Reciprocity
 - Match-up NPS and partner expectations
- Marketing
 - Inform and educate potential stakeholders, partners, and funders
 - Prepare effective dissemination strategy based on audience



PROGRAM DELIVERY

- Relevant – connected to the life and experiences of the audience
- Accessible – in all senses; emotionally, socially, physically – Universal Design
- Go to your audience
- Actively involve the audience in telling the stories
- Adaptable
- Flexible



AUDIENCES

Overall desire: Increased and more balanced diversity of all types including Ethnicity, Age, Gender, Income, Disabilities (all types and levels), Family Structure, etc. Anyone who is isn't currently accessing NPS resources and services.

- **Blacks/ African Americans**
- **Native Americans**
- **Hispanics**
- **Asian Americans**
- **Non-English speaking Americans**
- **Poorer Americans (low income)**
- **Very Urban and Very Rural Americans**
- Park-specific under represented groups**
- Generation X
- Generation Z2
- Children community groups
- Teens
- New immigrants
- Older adults
- International – world-wide audience



REACTIONS

- Relevant
- Enjoyable
- Fun
- Entertaining
- Felt welcomed
- Provoked
- Inspired

KNOWLEDGE

- Knowledge of NPS, the Park (resources and meaning), public lands
 - Understand that they own the park
- Discover something about themselves and others
- Inter-generational, inter-racial, etc. engagement and understanding
- Better understanding of why diversity is important



ATTITUDE

- Feel welcomed
- Connections (emotional & intellectual) to park, resource, resource meanings, NPS, public lands, the environment
- Sense of pride (in self and about park/ NPS)
- Person “gives a damn” – cares about parks
- Sense of loyalty
- Sense of belonging – people feel that “the park belongs to me”
- A greater appreciation of diversity
- Changed perceptions about other types of people
- Desire to incorporate diversity in more activities
- Sense of empowerment



SKILLS

- Prepare children to live in a diverse world
- Prepare children to compete in a world/ global economy
- Cultural competence
- Leadership skills
- Cooperative learning
- How to create community

BEHAVIOR

- Share information with others
- Repeat customers / return visitor
- Volunteers time, money, or other services
- Greater involvement in conservation and preservation
- Cultural competence
- Ambassador for cultivating relationships
- Harness, direct, and use talents and experiences in communities to solve critical needs
- Better quality of life – act differently - live a more productive life



MISSION

“... to strengthen the enduring connection between the American people and their National Parks...”

LONG-TERM OUTCOMES

- Preserve America’s Heritage
- Conserve Resources
- Promote Learning
- Enhance Quality of Life